

| L Number | Hits | Search Text | DB | Time stamp |
|----------|------|---|----------------------------|------------------|
| 1 | 5960 | "program guide" or IPG or EPG | USPAT; US-PGPUB; EPO | 2004/07/30 16:27 |
| 2 | 2247 | ("program guide" or IPG or EPG) and (ad or advertis\$5 or commercial) | USPAT; US-PGPUB; EPO | 2004/07/30 16:05 |
| 3 | 1432 | ((("program guide" or IPG or EPG) and (ad or advertis\$5 or commercial)) and (internet or web or "on line" or www)) | USPAT; US-PGPUB; EPO | 2004/07/30 16:05 |
| 4 | 360 | ((("program guide" or IPG or EPG) and (ad or advertis\$5 or commercial)) and (internet or web or "on line" or www)) and (video near3 (segment or portion)) | USPAT; US-PGPUB; EPO | 2004/07/30 16:06 |
| 5 | 359 | ((("program guide" or IPG or EPG) and (ad or advertis\$5 or commercial)) and (internet or web or "on line" or www)) and (video near3 (segment or portion))) and (storage or memory or database) | USPAT; US-PGPUB; EPO | 2004/07/30 16:06 |
| 6 | 129 | (((((("program guide" or IPG or EPG) and (ad or advertis\$5 or commercial)) and (internet or web or "on line" or www)) and (video near3 (segment or portion))) and (storage or memory or database)) and (queries or query)) | USPAT; US-PGPUB; EPO | 2004/07/30 16:28 |
| 7 | 102 | (((((("program guide" or IPG or EPG) and (ad or advertis\$5 or commercial)) and (internet or web or "on line" or www)) and (video near3 (segment or portion))) and (storage or memory or database)) and (queries or query)) and (preference or favorite) | USPAT; US-PGPUB; EPO | 2004/07/30 16:32 |
| 8 | 102 | ((((((("program guide" or IPG or EPG) and (ad or advertis\$5 or commercial)) and (internet or web or "on line" or www)) and (video near3 (segment or portion))) and (storage or memory or database)) and (queries or query)) and (preference or favorite)) and (television or TV) | USPAT; US-PGPUB; EPO | 2004/07/30 16:08 |
| 9 | 67 | ((((((("program guide" or IPG or EPG) and (ad or advertis\$5 or commercial)) and (internet or web or "on line" or www)) and (video near3 (segment or portion))) and (storage or memory or database)) and (queries or query)) and (preference or favorite)) and (television or TV)) and (music or musical) | USPAT; US-PGPUB; EPO | 2004/07/30 16:08 |
| 10 | 55 | ((((((("program guide" or IPG or EPG) and (ad or advertis\$5 or commercial)) and (internet or web or "on line" or www)) and (video near3 (segment or portion))) and (storage or memory or database)) and (queries or query)) and (preference or favorite)) and (television or TV)) and (music or musical)) and profile | USPAT; US-PGPUB; EPO | 2004/07/30 16:08 |
| 11 | 29 | ((((((("program guide" or IPG or EPG) and (ad or advertis\$5 or commercial)) and (internet or web or "on line" or www)) and (video near3 (segment or portion))) and (storage or memory or database)) and (queries or query)) and (preference or favorite)) and (television or TV)) and (music or musical)) and profile) and demographics | USPAT; US-PGPUB; EPO | 2004/07/30 16:32 |
| 12 | 3 | ((((((("program guide" or IPG or EPG) and (ad or advertis\$5 or commercial)) and (internet or web or "on line" or www)) and (video near3 (segment or portion))) and (storage or memory or database)) and (queries or query)) and (preference or favorite)) and (television or TV)) and (music or musical)) and profile) and demographics) and trait | USPAT; US-PGPUB; EPO | 2004/07/30 16:42 |
| 13 | 0 | ((((((("program guide" or IPG or EPG) and (ad or advertis\$5 or commercial)) and (internet or web or "on line" or www)) and (video near3 (segment or portion))) and (storage or memory or database)) and (queries or query)) and (preference or favorite)) and (television or TV)) and (music or musical)) and profile) and demographics) and behavior\$3 | USPAT; US-PGPUB; EPO | 2004/07/30 16:22 |
| 14 | 0 | ((((((("program guide" or IPG or EPG) and (ad or advertis\$5 or commercial)) and (internet or web or "on line" or www)) and (video near3 (segment or portion))) and (storage or memory or database)) and (queries or query)) and (preference or favorite)) and (television or TV)) and (music or musical)) and profile) and demographics) and behavior\$5 | USPAT; US-PGPUB; EPO | 2004/07/30 16:22 |
| 15 | 25 | ((((((("program guide" or IPG or EPG) and (ad or advertis\$5 or commercial)) and (internet or web or "on line" or www)) and (video near3 (segment or portion))) and (storage or memory or database)) and (queries or query)) and (preference or favorite)) and (television or TV)) and (music or musical)) and profile) and demographics) and behav\$5 | USPAT; US-PGPUB; EPO | 2004/07/30 16:22 |

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| 16 | 6 | (((((("program guide" or IPG or EPG) and (ad or advertis\$5 or commercial)) and (internet or web or "on line" or www)) and (video near3 (segment or portion))) and (storage or memory or database)) and (queries or query)) and (preference or favorite)) and (television or TV)) and (music or musical)) and profile) and demographics) and behav\$5 | USPAT | 2004/07/30 16:28 |
| 17 | 5 | (((((("program guide" or IPG or EPG) and (ad or advertis\$5 or commercial)) and (internet or web or "on line" or www)) and (video near3 (segment or portion))) and (storage or memory or database)) and (queries or query)) and (preference or favorite)) and (television or TV)) and (music or musical)) and profile) and demographics) and behav\$5) and target\$3 | USPAT; US-PGPUB; EPO | 2004/07/30 16:26 |
| 18 | 8117 | 725/\$.ccls. | USPAT; US-PGPUB; EPO | 2004/07/30 16:26 |
| 19 | 1917 | 725/\$.ccls. and ("program guide" or IPG or EPG) | USPAT; US-PGPUB; EPO | 2004/07/30 16:27 |
| 20 | 138 | (725/\$.ccls. and ("program guide" or IPG or EPG)) and (demographics and preference) | USPAT; US-PGPUB; EPO | 2004/07/30 16:27 |
| 21 | 13 | ((725/\$.ccls. and ("program guide" or IPG or EPG)) and (demographics and preference)) and behav\$5 | USPAT | 2004/07/30 16:33 |
| 22 | 0 | ((725/\$.ccls. and ("program guide" or IPG or EPG)) and (demographics and preference)) and behav\$5) and trait | USPAT; US-PGPUB; EPO | 2004/07/30 16:28 |
| 23 | 3 | ((725/\$.ccls. and ("program guide" or IPG or EPG)) and (demographics and preference)) and behav\$5) and (queries or query) | USPAT; US-PGPUB; EPO | 2004/07/30 16:42 |
| 24 | 1 | ((725/\$.ccls. and ("program guide" or IPG or EPG)) and (demographics and preference)) and "predictive model" | USPAT; US-PGPUB; EPO | 2004/07/30 16:44 |
| 25 | 1 | (725/\$.ccls. and ("program guide" or IPG or EPG)) and "predictive model" | USPAT; US-PGPUB; EPO | 2004/07/30 16:31 |
| 26 | 1 | ((("program guide" or IPG or EPG) and (ad or advertis\$5 or commercial)) and (internet or web or "on line" or www)) and "predictive model" | USPAT; US-PGPUB; EPO | 2004/07/30 16:31 |
| 27 | 2 | ("program guide" or IPG or EPG) and "predictive model" | USPAT; US-PGPUB; EPO | 2004/07/30 16:32 |
| 28 | 44 | ("program guide" or IPG or EPG) and (predict\$3 near3 model) | USPAT; US-PGPUB; EPO | 2004/07/30 16:32 |
| 29 | 24 | ((("program guide" or IPG or EPG) and (predict\$3 near3 model)) and (preference or favorite)) | USPAT; US-PGPUB; EPO | 2004/07/30 16:32 |
| 30 | 17 | ((("program guide" or IPG or EPG) and (predict\$3 near3 model)) and (preference or favorite)) and demographics | USPAT; US-PGPUB; EPO | 2004/07/30 16:46 |
| 31 | 13 | ((("program guide" or IPG or EPG) and (predict\$3 near3 model)) and (preference or favorite)) and demographics) and (queries or query) | USPAT; US-PGPUB; EPO | 2004/07/30 16:46 |
| 32 | 4 | (((((("program guide" or IPG or EPG) and (predict\$3 near3 model)) and (preference or favorite)) and demographics) and (queries or query)) and behav\$5 | USPAT | 2004/07/30 16:33 |
| 33 | 91 | ((725/\$.ccls. and ("program guide" or IPG or EPG)) and (demographics and preference)) and (interactive and media) | USPAT; US-PGPUB; EPO | 2004/07/30 16:42 |
| 34 | 39 | ((725/\$.ccls. and ("program guide" or IPG or EPG)) and (demographics and preference)) and (interactive and media)) and query | USPAT; US-PGPUB; EPO | 2004/07/30 16:42 |
| 35 | 6 | ((725/\$.ccls. and ("program guide" or IPG or EPG)) and (demographics and preference)) and (interactive and media)) and query) and trait | USPAT; US-PGPUB; EPO | 2004/07/30 16:45 |

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|----|----|---|----------------------------|------------------|
| 36 | 2 | "video segment" and "predictive model" | USPAT; US-PGPUB; EPO | 2004/07/30 16:45 |
| 37 | 44 | interactive and "predictive model" and (TV or television) | USPAT; US-PGPUB; EPO | 2004/07/30 16:45 |
| 38 | 6 | (interactive and "predictive model" and (TV or television)) and trait | USPAT; US-PGPUB; EPO | 2004/07/30 16:45 |
| 39 | 16 | (interactive and "predictive model" and (TV or television)) and demographics | USPAT; US-PGPUB; EPO | 2004/07/30 16:46 |
| 40 | 8 | ((interactive and "predictive model" and (TV or television)) and demographics) and (queries or query) | USPAT; US-PGPUB; EPO | 2004/07/30 16:47 |
| 41 | 2 | ((interactive and "predictive model" and (TV or television)) and demographics) and (queries or query) | USPAT | 2004/07/30 16:47 |